

Increasing Physical Activity

Healthy People (HP) 2010 Leading Health Indicator 22-2

PHN contribution to _____ (county/city) Public Health Improvement Plan for 2002-____

Assessment:

In _____ (county/city), data from the _____ (county/city) Health Survey for _____ year shows that residents participate in at least 30 minutes of regular (preferably daily) moderate physical activity to the following extent:

Insert county/city data here that describes the extent to which residents participate in at least 30 minutes of daily physical activity showing the distribution by race, ethnic group, gender, immigration status, age, geographic area, etc.

The extent to which county/city residents participate in at least 30 minutes of regular (preferably daily) moderate physical activity in _____ (county/city) differs from or is similar to the state wide profile in the following ways:

Insert county/city/state comparison data here.

Describe the qualitative and quantitative factors that influence the extent to which residents participate in at least 30 minutes of daily physical activity in _____ (county/city). Aim to answer the question, "What are the factors that contribute to low physical activity rates among the _____ population in the county/city?"

Diagnosis:

NOTE: If the health department can promise improvement in the extent to which the residents of the county/city participate in at least 30 minutes of regular (preferably daily) moderate physical activity for everyone living in the county/city, then so state here. If there are no resources available to promise improvement in all, then under this heading describe in what way the extent to which residents participate in at least 30 minutes of regular (preferably daily) moderate physical activity is worse for different groups. For instance, it is ____% overall but ____% for Caucasians (therefore the focus for improvement efforts is on Caucasians).

Identifying Outcomes:

Outcome Objective

By (date)_____, there will be a ____% increase in the proportion of the _____ population in _____ (county/city) who engage in at least 30 minutes of regular, preferably daily, moderate physical activity from ____% (county/city Health Survey data for _____ year) to ____%. (HP 2010 baseline of 15% in 1997; HP 2010 target of 30%).

Increasing Physical Activity

Healthy People (HP) 2010 Leading Health Indicator 22-2

Planning and Action:

Intermediate Objectives

[DEFINITION: Intermediate objectives link the outcome objectives to the process objectives. They describe the changes that will occur that ultimately result in or produce the desired outcome. They are precursors to attaining the outcome. Intermediate objectives have shorter time frames and clearly reflect what can be accomplished and measured within the time period of the program plan. Intermediate objectives assess measures, which have a high probability of reducing a health problem or increasing resiliency/capacity. These objectives measure the impact of specific interventions designed to achieve the outcome. Intermediate objectives measure changes in organizations, laws, policies, and power structures at the systems level, changes in community norms, attitudes, awareness, beliefs, practices, and behavior at the community level, and knowledge, attitude, beliefs, values, skills, circumstances, behaviors, and practices at the individual/family level.]

The following are examples of possible/suggested Intermediate Objectives related to increasing physical activity, based on best practices from the Recommendations of the Task Force on Community Preventive Services, CDC October 2001.

1. By (date)_____, an individually adapted behavior change program to increase physical activity will be in place in the _____ population in _____ (county/city).
2. By (date)_____, there will be a large scale, high intensity campaign targeting the _____ population in _____ (county/city) to promote increasing physical activity messages through a combination of media efforts, community events that involve the target population, creation of walking trails, and education/support groups.
3. By (date)_____, there will be _____ (#) point-of-decision prompts placed in key areas frequented by the _____ population in _____ (county/city) to encourage the use of stairs.
4. By (date)_____, there will be a ____% increase in the existence of and participation in social networks outside the family that encourage increased physical activity by the _____ population in _____ (county/city), such as buddy system, contracts, walking groups that provide friendship and support.
5. (If the target population involves children) By (date)_____, ____% of schools that include the _____ population in _____ (county/city) will modify curricula and policies to increase the amount of moderate and vigorous activity, increase the amount of time spent in Physical Education (PE) class, or increase the amount of time that students are active during PE class.
6. By (date)_____, the _____ population in _____ (county/city) will have ____% increase in access to physical activity spaces combined with informational outreach in the worksite or community, as evidenced by _____.

Increasing Physical Activity

Healthy People (HP) 2010 Leading Health Indicator 22-2

Using one of the above examples, the following is a demonstration of how the process extends from the Intermediate Objective to the Process Objectives, which describe the action/interventions.

EXAMPLE:

Intermediate Objective 1:

By (date)_____, an individually adapted behavior change program to increase physical activity will be in place in the _____ population in _____ (county/city).

Process Objective 1:

[DEFINITION: Process objectives are the methods of the intervention. They detail the specific tasks that will be carried out within a specified time frame. Process objectives describes the input; the means by which the intervention or strategy will be implemented. They include inputs, participation, and reactions.]

By (date)_____, the PHNs will have conducted _____ meetings with community organizers geared toward setting up physical activity programs in 10 churches that serve the _____ population. (*Minnesota PHN Interventions: Collaboration, Coalition Building; Community, Primary prevention*)

Process Objective 2:

By (date)_____, PHNs will _____.

Process Objective 3:

By (date)_____, PHNs will _____.

And so on...

Under the direction of the local health department nursing director, additional relevant Intermediate Objectives should be developed that address the Outcome Objectives as well as specific Process Objectives that address each Intermediate Objective.

Ultimately, the Outcome Objective of increasing physical activity among the population will *only be achieved if other disciplines and the community* contribute to identifying Intermediate and Process Objectives.

Evaluation

Each Process Objective and Intermediate Objective should have a mechanism to evaluate whether or not the objective was accomplished. This includes a mechanism to track progress toward achieving the Outcome Objective at regular intervals.